



WMBB
2650 E Division
Springfield, MO 65803

Goulding Agency, The
PO Box 615
Chilpey, FL 32428

Contract # 1443801

Schedule Dates

10/17/16-11/04/16

Advertiser

Jamey Westbrook/House D5/NP/FL (84010)

Agency

Goulding Agency, The (22284)

Product

Political - State Representative (1073)

Brand

4Q16 Westbrook FL House Dist 5 (566222)

Salesperson

Panama City, House (2718)

Sales Office

Panama City

Buyer Name

Goulding, Paul

Phone/Fax

(850) 625-6888 /

CPE

././10/17 - 11/6

Account Types

Local/Political

Billing Type

Standard

Date Entered

10/05/16

Last Modified

10/05/16

Entered By

Karyn Miles

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$600.00

Net Total

\$3,400.00

Sales Tax

Panama City (WMBB)

By Broadcast Month

Spots

Rate

Oct. 2016

65

\$3,580.00

Nov. 2016

7

\$420.00

Grand Total:

72

\$4,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	4:59A- WMBB 5a News	1	1	1	1	1	1			10	\$20.00	\$200.00	Panama City (WMBB)	WMBB 5A News	10/5/16
2.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	4:59A- WMBB 5a News	1	X	X	X	X	X			1	\$20.00	\$20.00	Panama City (WMBB)	WMBB 5A News	10/5/16
3.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	5:58A- WMBB 6a News	1	1	1	1	1	1			10	\$40.00	\$400.00	Panama City (WMBB)	WMBB 6A News	10/5/16
4.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	5:58A- WMBB 6a News	1	X	X	X	X	X			1	\$40.00	\$40.00	Panama City (WMBB)	WMBB 6A News	10/5/16
5.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	7A- Good Morning America	3	X	X	X	X	X			6	\$30.00	\$180.00	Panama City (WMBB)	GMA 7A-9A	10/5/16
6.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	7A- Good Morning America	1	X	X	X	X	X			1	\$30.00	\$30.00	Panama City (WMBB)	GMA 7A-9A	10/5/16
7.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	11A- WMBB Midday News	1	1	1	1	1	1			10	\$10.00	\$100.00	Panama City (WMBB)	WMBB Midday News	10/5/16
8.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	11A- WMBB Midday News	1	X	X	X	X	X			1	\$10.00	\$10.00	Panama City (WMBB)	WMBB Midday News	10/5/16
9.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	4:58P- WMBB 5p News	4	X	X	X	X	X			8	\$100.00	\$800.00	Panama City (WMBB)	WMBB 5P News	10/5/16
10.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	4:58P- WMBB 5p News	1	X	X	X	X	X			1	\$100.00	\$100.00	Panama City (WMBB)	WMBB 5P News	10/5/16
11.0	Normal Line / SPOT	10/18/16-10/28/16	5	:30	5:58P- WMBB 6p News	3	X	X	X	X	X			6	\$120.00	\$720.00	Panama City (WMBB)	WMBB 6P News	10/5/16
12.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	5:58P- WMBB 6p News	1	X	X	X	X	X			1	\$120.00	\$120.00	Panama City (WMBB)	WMBB 6P News	10/5/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WMMB
2650 E Division
Springfield, MO 65803

Goulding Agency, The
PO Box 615
Chilley, FL 32428

Contract # 1443801

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Advertiser	Jamey Westbrook/House D5/NP/FL (84010)	Last Modified	10/05/16
Agency	Goulding Agency, The (22284)	Entered By	Karyn Miles
Product	Political - State Representative (1073)	CO-OP	No
Brand	4Q16 Westbrook FL House Dist 5 (566222)	Headline #	
Salesperson	Panama City, House (2718)	Demo	
Sales Office	Panama City	Order Type	Normal
Buyer Name	Goulding, Paul	Package Deal	
Phone/Fax	(850) 625-6888 /	Commission %	15.00
CPE	./,10/17 - 11/6	Commission	\$600.00
Account Types	Local/Political	Net Total	\$3,400.00
Billing Type	Standard	Sales Tax	
Comments			

Panama City (WMMB)		
By Broadcast Month	Spots	Rate
Oct. 2016	65	\$3,580.00
Nov. 2016	7	\$420.00
Grand Total:	72	\$4,000.00

CONFIRMATION CONTRACT

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Date:

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Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	10/22/16-10/29/16	5	:30	5:58P- WMMB 6p News WKND	1						X		2	\$25.00	\$50.00	Panama City (WMMB)	WMMB 6P News WKnd	10/5/16
14.0	Normal Line / SPOT	10/23/16-10/30/16	5	:30	5:28P- WMMB 530p News Sun	1							X	2	\$40.00	\$80.00	Panama City (WMMB)	WMMB 530p News Sun	10/5/16
15.0	Normal Line / SPOT	10/17/16-10/28/16	5	:30	9:59P- WMMB 10p News	4	X	X	X	X	X			8	\$100.00	\$800.00	Panama City (WMMB)	WMMB 10P News	10/5/16
16.0	Normal Line / SPOT	10/31/16-11/04/16	5	:30	9:59P- WMMB 10p News	1	X	X	X	X	X			1	\$100.00	\$100.00	Panama City (WMMB)	WMMB 10P News	10/5/16
17.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	10:30P- WMMB 10p News WKND	1						X		1	\$50.00	\$50.00	Panama City (WMMB)	WMMB 10P News WKnd LR (Sat)	10/5/16
18.0	Normal Line / SPOT	10/23/16-10/30/16	5	:30	9:59P- WMMB 10p News WKND	1						X		2	\$100.00	\$200.00	Panama City (WMMB)	WMMB 10P News WKnd (Sun)	10/5/16

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WmBB-TV Panama City, FL

Date:

9-29-16

I, Debra Goulding, President, The Goulding Agency

being/on behalf of: Jamey Westbrook, a legally

qualified candidate of the No Party Affiliation political

party for the office of: Florida House District 5

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Jamey Westbrook for Florida House District 5

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Gayle Westbrook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9-29-16
Date

Jamey Westbrook
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Gayle Westbrook
Printed Name

GM
Title